

RE: Expert Consortium Shares Expertise

Five metro Denver firms with broad expertise in residential and commercial real estate marketing and sales have banded together to form RE: Expert Consortium, offering home builders and developers high-level expertise to support their competitive advantage in challenging and changing markets.

The five member firms are **Metrostudy** (industry research and competitive analysis); **Lance Jackson & Associates** (segmentation analysis, primary research, branding and marketing); **Jennifer Gore Unlimited** (sales and marketing); **Trio Interior Design** (merchandising, community model homes, sales centers and clubhouse interiors); and **The InterPro Group** (strategic public relations).

RE: Expert Consortium offers confidential and objective marketing and sales analyses. Member firms conduct audits to reveal critical gaps and point out areas of untapped potential for refinement. Then they review and recommend an action plan that can put a project on track for success.

"It's our collaborative project analysis after the assessment that adds value," says Lance Jackson, principal of Lance Jackson & Associates.

Kephart Wins National Awards

Kephart Community :: Planning :: Architecture was recently honored with three Best in American Living Awards and two design awards at the Nationals for Vallagio at Inverness.

Sponsored by *Professional Builder* magazine and the National Association of Home Builders, both award programs recognize the nation's most presti-

gious new home designs that exemplify design quality and superiority in the marketplace, and epitomize the best in American living.

Aspen Homes Honored for Energy Value

Built Green® member Aspen Homes of Colorado, Inc. has been recognized by the National Association of Home Builders Research Center as the 2008 EnergyValue Housing Award Builder of the Year. Aspen Homes, based in Loveland, was selected from among this year's Gold award winners as the company that best typifies energy value and reflects the goals of the award program. As a three-time 2008 EVHA Gold winner in the cold climate category for custom, production and affordable home entries, Aspen Homes has demonstrated a commitment to energy-efficient and environmentally responsible building.

Harvard Communities' Home Owner Enjoys Near-Zero Home

The first of Harvard Communities, Inc.'s Near-Zero Energy Homes in Stapleton has an owner.

"I am thrilled to be living in a home which is in line with my values of environmental stewardship," says owner Sandy Martin. "I'm looking forward to vastly reduced utility bills as well."

Harvard Communities, one of Colorado's leading builders of energy-efficient homes, focuses on building ultra-energy-efficient green homes built to meet and exceed the requirements of both ENERGY STAR® and Built Green® Colorado.